Contact

8143800801 (Mobile)
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www.linkedin.com/in/madison-mitchell-9b8980149 (LinkedIn)

Top Skills

Leadership

Event Planning

Customer Service

Languages

Spanish (Limited Working)

English (Native or Bilingual)

Certifications

Yoga Instructor - 300 Hours

Bachelor of Science in Recreation, Park and Tourism Managment

Honors-Awards

AT&T Scholarship in the Department of Recreation, Park and Tourism Management

Fred M. Coombs Scholarship

College of Health and Human Development Alumni Recognition for Student Excellence Award

Dean's List

PERC 2020 Campus Sustainability Champion

Madison Mitchell

Travel Marketing Specialist at WWF Travel
Denver, Colorado, United States

Summary

Maddy is the Travel Marketing Specialist at World Wildlife Fund. She is passionate about community development and storytelling, especially through sustainable and responsible tourism. Her goal is to aid this platform in which communities can grow and learn together, sustainably through conservation, challenging conversations, and programs + policies in place that will allow destinations and tourists alike to thrive.

At Penn State University, Maddy obtained a B.S. in Recreation, Park, and Tourism Management with minors in Spanish and Sustainability Leadership, as well as a certificate in Meeting and Events Management.

Experience

World Wildlife Fund
11 months

Travel Marketing Specialist
March 2022 - Present (7 months)

Content Marketing Consultant
November 2021 - March 2022 (5 months)

Working alongside WWF-Travel's partner, Natural Habitat Adventures to align our communications strategy, focusing primarily on creating, implementing, and evaluating WWF-Travel's content marketing strategy including blog posts, social media posts, e-newsletters, and emails

The 50 Percent
Co-Founder & Co-Director
October 2021 - February 2022 (5 months)

The 50 Percent (formally 'Global Youth Engagement Program') is an international collection of young people who, in partnership with Penn State University Sustainability Institute and the Club of Rome believe that every

young person – regardless of their economic, social, or cultural situation, should contribute to the policies that impact their future. Learn more: https://the50percent.org

The Club of Rome
Consultant
May 2021 - February 2022 (10 months)

Expanding the Club of Rome Youth & Intergenerational Dialogues Impact Hub through the development of the Global Youth Engagement Program; a program that believes that every young person – regardless of their economic, social, or cultural situation - should contribute to the policies that impact their future.

Center for Responsible Travel
Event Coordinator
August 2021 - November 2021 (4 months)
Remote

Coordinating the Crisis Response and Recovery: Nature-Based Tourism, Biodiversity, and Livelihoods event for November 2021 in partnership with IUCN World Commission on Protected Areas Tourism and Protected Areas Specialist Group (TAPAS Group), Center for Responsible Travel (CREST), World Wildlife Fund (WWF), and the Arizona State University (ASU) School of Community Resources and Development, located in the Watts College of Public Service and Community Solutions

Sustainability Institute at Penn State
Student Sustainability Coordinator
April 2018 - May 2021 (3 years 2 months)
State College, Pennsylvania Area

Directed the Council of Sustainable Leaders, a student organization that gathers student leaders working on sustainable initiatives within their respective student organizations. Coordinated events for the Sustainability Showcase Series (Fall 2018 - Spring 2020), a weekly series that brings together leaders in the field of sustainability to share their work and passions, and engage a group of 100+ students, staff, and community members. Led the Friday Night Lights Out program, a volunteer opportunity that reduces energy usage at Penn State University Park.

Center for Responsible Travel
Program and Research Intern
May 2020 - December 2020 (8 months)

Remote

Researched overtourism, COVID-19 impacts on travel, climate change, & cruise tourism. Assisted in program management for quarterly travel auctions, the Future of Tourism Coalition, and developed an independent research project on how hotels market their sustainability initiatives

Penn State University
1 year 10 months

Eco Rep Assistant Program Coordinator
August 2017 - May 2019 (1 year 10 months)
State College, Pennsylvania Area

Peer educator for incoming freshmen regarding sustainability in the residence halls including issues on recycling, water + energy usage, and food waste. Managed a small group of individuals to coordinate outreach, events, and behavior change.

Field Interviewer
June 2018 - August 2018 (3 months)
State College, Pennsylvania, United States

Assisted with research for the Central Pennsylvania Convention & Visitors Bureau Visitor Intercept Study through conducting interviews with local tourists to gauge purpose of travel & ideas to improve their experience

sweetFrog Frozen Yogurt
Shift Supervisor
August 2014 - August 2017 (3 years 1 month)
State College, Pennsylvania

La Bicicleta Verde
Intern
April 2017 - June 2017 (3 months)
Santiago, Santiago Metropolitan, Chile

Education

Penn State University
Bachelor of Science - BS, Recreation, Park and Tourism Management · (2017 - 2021)

Carpe Diem Education

· (2016 - 2017)